private health insurance packages and building up of reliable data base of private sector in the delivery of health care services.

Popularizing the Family Planning Programmes

2989. SHRI NANA DESHMUKH: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether adding 20 million people a year to the population of the country is a great challenge to our family planning programmes;

(b) whether the population growth is a vast issue needing immediate focus of Government; and

(c) if so, the constructive steps being taken to popularize the programmes throughout the country in letter and spirit?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA): (a) and (b) Yes, Sir.

(c) The constructive steps being taken to popularize various aspects of implementation of National Family Welfare Programme and Government's commitment towards population stabilisation efforts are as under:

* One 60 Sec. Spot on RCH is telecast daily before news at 8.00 P.M. through Doordarshan. AIR is broadcasting jingles before 8.00 A.M. and 8.45 P.M. news on Reproductive & Child Health (RCH) Issues. Folk music programme is being broadcast *w.e.f.* 16.8.2001 on 22 CBS Stations of Vividh Bharti. A radio sponsored programme 'Sankalp' is being broadcast every Sunday at 7.45 P.M. on RCH issues.

* The film 'Kal ka Admi' in Hindi has been completed.

* The film 'Iniya Udayam' in Tamil has also been completed.

*The film, 'Daman' has already been released on all India basis.

*The film, 'Haribhai' has also been released in Maharashtra and Andhra Pradesh.

*The film is to be shown on satellite channels and through the Directorate of Field Publicity.

*Under the Mass Media campaign on the No-Scalpel Vasectomy a

60-Sec. Jingle is being broadcast through National Channel AIR before news at 2.30 P.M. Also a TV Spot is telecast once a week through National Channel before 8.00 P.M. News. In addition NSV publicity is given top priority in the Parivar Kalayan Swasthya Melas organised. Besides NSV camps are also organised in these Melas.

* "Media Advocacy Project on Population Development and Gender Issues" is being implemented by Press Institute of India w.e.f. May 2000. The Project has been made operational for a total period of two years. The goal of the project is to create public awareness and play active role in population development scenario, reproductive health and gender issues by involving young journalists/students of journalism and communication experts by organising sensitization workshops issue of newsletters and stories.

* Indian Association of Parliamentarians had launched the Project involvement of Elected Representatives for Advocacy on Population Reproductive Health, HIV/AIDS, Reproductive Rights and Empowerment of Women issues in the States of Madhya Pradesh & Rajasthan. The State level launching of the Project was at Bhopal & inaugurated by Chief Minister. So far Distt. level workshops at Ujjain Sagarpur, Dewas, Ratlam, Mandsaur & Neemuch in Madhya Pradesh have been orgainsed. In all workshop elected representatives of Zila Parishad Panchayat Samities, Mayor, Chairman and Councillors of Minicipal Corporation/Councils, MLAs/Ex MLAs, M.Ps/Ex-MPs & other Public representative are involved. The project is still in operation.

* As regards Project in Rajasthan the project was launched at Jaipur on 6.11.2000 and it was attended by the chief Minister, by MLAs and Cabinet Ministers also. The Distt. level workshops at Jaipur & Bikaner have already been organised. The district level workshops at Jodhpur, Alwar & Dousa were held.

* Nutrition is being taken up in the next issue of RCH Samachar. In addition, the "Breastfeeding Week" being observed every year

also supplements the issues of the Deptt. of Women & Child Development where wide publicity is given through TV and Radio.

* The IEC strategy under RCH has been finalised and adopted. In order to operationalize the same a sum of Rs. 45 lakh cast has been given to seven demographically weaker State to conduct Local Mass Media activities, workshops etc.

* The scheme of Mahila Swasthya Sangh (MSS) was launched in 1990-91 with the view to promote women's participation to solve their health problems particularly related to material and child health. At present around 79508 MSS Groups are functioning in all States/UTs.

* Zila Saksharta Samities of National Literacy Mission were invited to enter into a partnership with this Department for propagating the Information, Education and Communication on crucial RCH issues. Subsequently the projects of 227 ZSSs were approved and funds released. Subsequently it was decided to organize a few sensitization workshop to enable ZSSs to work smoothly. A number of Nine State level review workshops have been organised in seven States.

* It was also decided to conduct an evaluation of the IEC through ZSS Scheme to find out the impact of the project. The evaluation reports have been received and a number of modifications have been suggested to the scheme.

* Two workshops were organised during Jan and July 2000 at National Institute of Design, Ahmedabad.
A two week course has been organized by Johns Hopkins University in collaboration with ASCI.